Concordia University **CAFC-97-06M**
Faculty of Commerce and Administration
Faculty Council
Friday, September 12, 1997
M i n u t e s

Present: M. Anvari (Chair)
A. Ahmad (Fina.), T. Badawi (CASA), C. Bayne (DS&MIS), S. Betton (Fina.), A. Brodt (Fina.), J. Craighead (Acco.), S. Davis (DS&MIS), J. Etezadi (DS&MIS), G. Fisher (Econ.), Z. Gidengil (Mktg.), J. Hall (Mana.), L. Healey (Reg.), S. Hoffman (Lib.), B. Hughes (CGSA), A. B. Ibrahim (Assoc. Dean), J. Jans (SGS), G. Johns (Mana.), G. Kanaan (Acco.), T. Lituchy (Mana.), R. A. Long (Acco.), L. McGown (MBA & Mktg.), P. Marro (CASA), D. Nizzola (CASA), R. Padilla (CGSA), M. Sharma (DS&MIS), A. Teffeteller (CMLL). M. Thakor (Mktg.), H. Warsame (Acco.), E. Xenos (P.R.)

Absent with regret: C. Malatesta

I **Call to Order**
The meeting was called to order at 9:35.

II **Closed Meeting**

III **Open Meeting**

IV **Approval of Agenda - CAFC-97-06A**
IT WAS MOVED BY M. SHARMA AND SECONDED BY J. CRAIGHEAD THAT THE AGENDA, CAFC-97-06A, BE APPROVED AS AMENDED TO INCLUDE TWO ADDITIONAL ELECTIONS FOR THE PROCESS OF ACADEMIC MISCONDUCT.

THE MOTION WAS CARRIED UNANIMOUSLY.

V **Approval of the Minutes - CAFC-97-04M and CAFC-97-05M**
IT WAS MOVED BY M. SHARMA AND SECONDED BY J. CRAIG HEAD THAT THE MINUTES OF THE MEETING HELD MAY 23, 1997, CAFC-97-04M BE APPROVED WITH THE AMENDMENT TO BE PROVIDED BY T. J. TOMBERLIN , PAGE 3, FINAL PARAGRAPH.

THE MOTION WAS CARRIED UNANIMOUSLY.

IT WAS MOVED G. KANAAN AND SECONDED BY M. THAKOR THAT THE MINUTES OF THE FACULTY COUNCIL MEETING HELD JUNE 20, 1997, CAFC-97-05M , BE APPROVED AS PRESENTED.

THE MOTION WAS CARRIED UNANIMOUSLY.

VI **Chair's Remarks and Question Period (15 minutes maximum)**
The Chair encouraged faculty members to examine the third draft of the Faculty Strategic Plan 1998-2000 prior to the State of the Faculty meeting which will be held on Friday, September 19, 1997 in the de Séve cinema at 09:30. The event will include brief addresses from Dr. Lowy and Dr. Lightstone.

The Chair announced that an institution in India, represented by Professor Emeritus V. H. Kirpalani, has submitted a proposal for consideration by the Faculty. The proposal involves offering a portion of the undergraduate program to students in India with the completion of the program at Concordia. The Faculty consultation process for the proposal will be similar to that used for initiating the AACSB application.

VII **Faculty Council Elections**

1. One full-time faculty representative to serve on the Dean's Advisory Search Committee for the Chair, Department of Marketing (ref. Article 20.03 of the CUFA collective agreement - attached).
   H. Warsame, Department of Accountancy was elected by acclamation.

2. One full-time faculty representative to serve on the Dean's Advisory Search Committee for the Chair, Department of Finance.
   D. Acland, Department of Accountancy, was elected by acclamation.

3. Three Faculty Council members to serve on the Faculty Council Steering Committee for the period September 1997 - September 1998
   C. Bayne and S. Davis, Department of DS&MIS and J. Craighead, Department of Accountancy were elected by acclamation.

4. One full-time faculty member from the Department of Management to replace J. McGuire on the Council of the School of Graduate Studies for the balance of term September 1997 - May 31, 1998.
   M. Jamal was elected by acclamation.

5. Two Faculty Members to represent the Faculty on the Academic Hearing Board of Senate
   M. Sharma was elected by acclamation to serve for the period ending May 31, 1998.
   B. Barbieri was elected by acclamation to serve for the period ending May 31, 1999.

6. One Faculty Member to represent the Faculty on the Senate Appeals Committee on Academic Misconduct (SACAM) preferably for the period ending May 31, 1999
   A. Satir was elected by acclamation.

   It was agreed that in the event a faculty member who was not present at the meeting was unable to serve, an election would be rescheduled for the October Council meeting.

VIII **Business Arising from Previous Meeting**

IX **Report: Undergraduate Programs, Academic and Student Affairs**

On behalf of D. Morin who was attending the Latin American symposium, T. J. Tomberlin reported the success of the second "Faire Le Grand Saut" in August which attracted twenty-four students. He announced that E. Goldner, formerly MBA Student Affairs Coordinator, is now responsible for undergraduate recruitment and retention. He will coordinate the CEGEP visits, publicity and the mentoring program.

T. J. Tomberlin also reported an approximate 14% enrolment increase in the Bachelor of Commerce with 890 new students this year compared to 780 in 1996. The Bachelor of Administration has increased from 25 new students to 33, international students who are part of the self-financing program have increased from 36 new students to 53 students, and 150 transfer students from other programs within the University have registered.

With regard to the self-financing program for international students, he reported that a task force had been struck in winter 1997 to develop promotional material and recruitment strategies. A brochure has been prepared and special services to meet the needs of incoming students are being established. In conclusion, he reported that the Centre for International Business hosted an orientation week for new international students in late August.

X **Report: Graduate Programs, Research and Program Evaluation**

T. J. Tomberlin welcomed L. McGown who was recently appointed Acting MBA Director. He reported that the MBA curriculum task force, which includes two members of the Faculty Advisory Board, would incorporate the recommendations of the MBA appraisal report when making the proposed curriculum revisions to Faculty

Council. Curriculum revisions from the Diploma in Institutional Administration and the Diploma in Sports Administration are expected to be presented at the October Faculty Council meeting. He announced that the recently approved CMA program will go to the Council of the School of Graduate Studies in September and is expected to be launched as planned in January 1998.

With regard to the AMBA program, T. J. Tomberlin reported that a CIDA proposal involving the AMBA establishing an aviation training centre in Prague has resulted in an award of $28,000 to develop a business plan for the project which, if successful, will provide for a grant of approximately $1M to operationalize the project.

With regard to enrolment trends, T. J. Tomberlin reported a decline in new students in the DIA/DSA Program which may be due to the higher admission criteria. The Diploma in Accountancy program has also experienced a decline which may reflect McGill's strong recruitment efforts, the AMBA preliminary figures look promising while the EMBA has a small decline. The MBA has a small increase in enrolment, the Ph.D program is on par with last year's admissions and the M.Sc. program has experienced a slight decline. Overall graduate enrolments are down approximately 10%.

T. J. Tomberlin announced that research grant recipients would be informed next week. With regard to appraisals, he announced that reports are expected from the MBA and the Management appraisal committees. The external appraisers for the DS&MIS department will visit the Faculty next week. The final units to be appraised in the cycle are the Accountancy Department, the Diploma in Accountancy, the Ph.D., the EMBA and the AMBA.

The Chair reported that MBA students are concerned about the lack of elective offerings. He encouraged Department Chairs to consider opening at least one MBA elective in January 1998. J. Etezadi announced that he and M. Buyukkurt were developing an MBA elective, Managerial Decision Making. It was pointed out that enrolment limitations often force the cancelation of low enrolment MBA electives.

XI **Report: External Affairs and Executive Programs**

Representing the replacement for the Associate Dean, External Affairs and Executive programs, the Chair reported that activities are underway to market programs and increase public relations. Two issues of Commerce Today which is aimed at alumni will be published this year. Other projects planned to enhance the Faculty and increase visibility include a presentation to a Quebec parliamentary commission scheduled in October and the revision of the Faculty web site to make it more effective for both recruitment and the provision of student services. With regard to the Capital Campaign, he reported that he had participated in several meetings with potential donors. He further reported that G. Chan will meet with the Program Directors and Administrative Assistants to discuss and develop policies and procedures for the coordination of Faculty advertising and promotional material and optimization of the budget. A member of the Faculty Advisory Board will assist in developing the marketing efforts for the Faculty.

XII **Report: Administrative Affairs and Human Resources**

A. B. Ibrahim reported that the Faculty budget for 1997-98 is $13,155,908 from the University budget of $142M. He advised that in the 1996-97 year a surplus of approximately $136,000 facilitated the operations of the Faculty. The 1996-97 Faculty budget was $13,338,123 from the $151M University budget.

In response to a question about the Assistant Directorship of the Diploma in Accountancy Program. A.B. Ibrahim confirmed that the Director had been given the approval to hire a replacement as soon as possible. The Chair commented that the Diploma in Accountancy is a priority for the Faculty and can be assured of continuous support.

There were no reports from the following committees because the September meetings had not yet taken place.

XIII **Reports from Faculty Representatives on University Committees**

1. **University Senate**
2. **Arts and Science Faculty Council**
3. **Senate Academic Planning and Priorities**
4. **Senate Academic Programs Committee**
5. **Senate Research Committee**
6. **Senate Academic Services Committee**
7. **University Library Committee**
8. **Undergraduate Scholarships and Awards Sub-committee**
9. **Computer Resources Committee**
10. **Board of Governors**
11. **Council of Graduate Studies**

XIV **Reports from Student Associations**

1. **C.A.S.A. Report**

D. Nizzola reported the success of the General Assembly where it was agreed that students would pay $1.50 per credit towards the establishment of the Faculty of Commerce and Administration Placement Centre which will open in the fall. He thanked Dean Anvari, A. B. Ibrahim and D. Morin for their assistance in making the project possible. He announced that approximately $20,000 has been invested to update the students' computer lab and e-mail access will now be available to all students. With regard to charitable works, he reported that CASA will initiate food/fund drives to help the homeless. He also announced that a CASA alumni dinner will be held in the winter semester to build relationships with alumni in connection with the Placement Centre, the Latin American symposium takes place on the weekend of September 13, the Accounting Students Association are organizing firm visits for graduating students, the IBUS camping weekend takes place September 13 - 14, CASA day which promotes the services of CASA will take place on September 18 on the mezzanine of the Hall building, and AIESEC career days are scheduled September 17, 18 and 19. In conclusion, he reported the merger of the Finance and the Investments student associations to form FISA and the initiation of the Concordia Consulting Group.

With regard to the Placement Centre, the Chair reported that two members of the Faculty Advisory Board experienced in the area of placement have agreed to participate in the design of the Centre. There is a possibility that the graduate students will join the undergraduate students in the establishment of the Centre and consideration is being given to the development of Faculty alumni relations in connection with the Centre. He also announced that Proctor & Gamble, Ford Motor Company and Shell are expected to recruit here after many years of absence.

2. **C.G.S.A. Report**

B. Hughes reported that the CGSA will host a recruitment cocktail during the week of the International MBA Case Competition. It is expected that 30 - 40 companies will be represented. The event is open to all Commerce graduate students who volunteer in the organization of the case competition. With regard to the Placement Centre, he reported that a meeting with CASA has been scheduled to discuss CGSA participation in the Placement Centre and the CGSA General Assembly would take place at the end of the month.

XV **New Business**

XVI **Other Business**

1. Status Report: International Student Recruitment

On behalf of the International Student Recruitment committee, the Chair reported that the Director of International Student Recruitment, H. Simpkins and the committee have set a goal of approximately 175 students for 1998-99 which would generate a substantial amount of revenue for the Faculty. The tuition fee for international students next year will be $10,500 compared with

McGill's fee for 1997-98 of $12,700, and a package of extra services is being arranged. The Faculty will be represented at two fairs, one in Hong Kong and one in Korea in October as well as three recruiting fairs in India this fall. Promotional materials are being designed and the web site will be revised to suit the needs of foreign students. He noted that the Faculty has the full support of the Office of the Registrar in terms of the need for super service for application turn around process and response to inquiries. T. Lituchy reported that the tuition fee had been compared with competitive schools across Canada and the U.S..

2. Report on the Minority Institute

Please refer to the attached report submitted by the Program Director , C. Bayne - CAFC-97-06M-01.

C. Bayne reported that the financial management of all projects of the Institute has been centralized with M. Tedd. With regard to the Cree project, he reported that the terms for the continuation of the relationship have been established. A proposal for a new program to begin in November has been submitted. With regard to staffing, he reported that the Institute was headed by a Director who reports to the Director of the Centre for Small Business and Entrepreneurial Studies, clerical support is dependent on newly generated funds. An outline of the various services that are available to the community through the Institute and the corresponding involvement of faculty members and graduate students were provided.

3. Establishment of a Beta Gamma Sigma Chapter - CAFC-97-06A-01

IT WAS MOVED BY J. CRAIGHEAD AND SECONDED BY G. KANAAN THAT FACULTY COUNCIL ENDORSE THE APPLICATION FOR A BETA GAMMA SIGMA CHAPTER.

H. Warsame, as a member of Beta Gamma Sigma, gave a brief comment on the honour society. During the ensuing discussion several council members supported the establishment of a chapter. Questions arose about the administrative mechanics needed to operationalize the chapter and the costs involved. There was strong objection by one council member who was against the establishment of an elite group of students being recognized by an external body.

It was suggested that H. Warsame and the students form a task force to examine the resources needed to support the chapter. The task force would report back to Council at the October meeting.

IT WAS MOVED BY M. THAKOR AND SECONDED BY T. BADAWI THAT THE MOTION BE TABLED UNTIL THE NEXT MEETING OF COUNCIL AT WHICH TIME H. WARSAME WILL PROVIDE ADDITIONAL INFORMATION INCLUDING AN ESTIMATION OF THE COST OF ESTABLISHING A CHAPTER OF BETA GAMMA SIGMA.

THE MOTION TO TABLE WAS CARRIED.

IT WAS MOVED BY J. HALL AND SECONDED BY L. MCGOWN THAT THE MEETING BE ADJOURNED.

THE MOTION WAS CARRIED UNANIMOUSLY.

The next regular meeting of Faculty Council will take place on Friday, October 17, 1997 in room GM403-2 beginning at 09:30.